

eClerxDigital

A/B TESTING FOR SOFTWARE AND IT SUPPORT COMPANY

BACKGROUND

A large enterprise software company needed consultative and executional support to establish the capability to run A/B tests and personalization campaigns to drive higher visitor engagement and increased sales leads. eClerx Digital was selected to advise on the site optimization strategy and execute campaigns including: 1) Test plan creation, 2) Campaign setup, 3) Pre-launch QA and post-launch monitoring, 4) Analytics, insights, and recommendations.



User Experience

Issue: Hero graphics appear to be excessively large for >70% of the visitors with low resolution screen and blocking important content below the fold

Test Concept: Slim down the hero banner to lift important content above the fold

Results: +20% asset downloads, +33% video plays, +9% page views



Retargeting

Issue: Returning visitors not able to easily locate relevant content

Test Concept: Serve last content engaged on the homepage during future visits

Results: +218% asset downloads, +175% video plays, +49% page views



Personalization

Issue: Lack of methodology to provide industry-specific content on the homepage

Test Concept: Integrate with DemandBase to enable industry-specific content on homepage

Results: +137% asset downloads, +22% video plays, +280% form completions

ABOUT ECLERX

eClerx provides critical business operations services to over fifty global Fortune 500 clients, including some of the world's leading companies across financial services, cable & telecom, retail, fashion, media & entertainment, manufacturing, travel & leisure, software and high-tech. Incorporated in 2000, eClerx is one of India's leading process management and data analytics companies and is today traded on both the Bombay and National Stock Exchanges of India. eClerx employs 9,500 people across its global sites in the US, UK, Italy, Germany, and Singapore, along with its delivery centres in India and Thailand.

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